

**SUMTER COUNTY BOARD OF COMMISSIONERS**  
**EXECUTIVE SUMMARY**

**SUBJECT:** FY 2009-2010 Request for funding for the UF/IFAS Sumter County Extension Office  
using Tourist Development Funds (Staff recommends approval)

**REQUESTED ACTION:** **Approve the request for UF/IFAS Sumter County Extension  
Office in the amount of \$3500.00**

☐ Work Session (Report Only)

**DATE OF MEETING:** 11/24/2009

☒ Regular Meeting

☐ Special Meeting

**CONTRACT:** ☒ N/A

Vendor/Entity: \_\_\_\_\_

Effective Date: \_\_\_\_\_

Termination Date: \_\_\_\_\_

Managing Division / Dept: \_\_\_\_\_

Budget & Purchasing

**BUDGET IMPACT:** \$3500.00

☒ Annual

**FUNDING SOURCE:**

Tourist Development Fund

☐ Capital

**EXPENDITURE ACCOUNT:**

Tourist Development Fund

☐ N/A

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**HISTORY/FACTS/ISSUES:**

The UF/IFAS Sumter County Extension Office requested \$3500.00 for the Local Chef's Cook Off .  
This is a new event. This request is an addendum to the previously approved request from the BOCC in  
the amount of \$5250.00 made on 11/10/2009.

The minutes regarding the Local Chef's Cook Off from the Tourist Development Council (TDC) are  
attached. The TDC minutes state "It was the opinion of the Chamber Review Committee that this was  
not prohibited by the statutes, but that it was not a good use of tourism dollars." But the TDC in its final  
action did approve the request for the Local Chef's Cook Off in the amount of \$3500.00.

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**Sumter County Administration Building  
Room 142  
910 N. Main Street, Bushnell, FL 33585**

The following TDC members present and registered their attendance through a verbal roll call.

Mr. Bob Hunt	Wildwood Country Resort
Ms. Robbie Kellum	Wynnhaven
Mr. Warren Maddox	City of Bushnell
Mr. Dan McCormic	Sumter Crossing Shopping Center
Mr. Robby Strickland	City of Wildwood
Mr. Jim Veal	Pana Vista Lodge

Mr. Douglas Gilpin	Sumter County Board of County Commissioners
Ms. Erin Munz	Sumter County Fair Board
Mr. Douglas Tharp	The Villages

Ms. Lee Ann Carr                      Sumter County Chamber of Commerce

Members were welcomed and it was noted that the main focus of the meeting was to review the grant for Agritunity.

**Motion:** Bob Hunt                      **Second:** Warren Maddox

**Passed:** Unanimously without corrections or changes.

Motion to accept the financial statement: Jim Veal

Second: Bob Hunt

**New Business:**  
Grant Review: Agritunity -Grant Request for \$8300.00 Past Funding (2006 & 2007) in the amount of \$6700.00. The Narrative was prepared by the TDC Chamber Review Committee following the initial grant review during which the event received a ranking of "2" indicating that it somewhat affects tourism. Agritunity is in its fourth year and attendance is increasing. The event has been increased to a two-day event with the intention of encouraging the 90 speakers and vendors to stay overnight. Farm owners are encouraged during this event to develop different aspects of their business, some of which relate to heritage tourism. The farm tours that will be conducted on the second day also include an element of heritage tourism as attendees tour working farms.  
Funding Recommendations include-

- 1

Discussion related to Chef's Local Food Cook-off funding. Chef's Local Food Cook-Off is a new event and a firm plan was not in place. Details are currently being worked out in a committee. Lee Ann Carr restates that the Chamber Review Committee was not of the opinion that the Local Food Cook-Off was geared for tourists but was a locally focused event.

Chamber Review Committee expresses concern that grant applicants are not reviewing the statutes before filling out the grant. Lee Ann Carr states that it is the Review Committee's opinion that it is the grant applicant's responsibility to determine which items are eligible funding by reading the statutes and asking questions prior to grant submission.

Mr. Veal referred to the workshop and noted that County Commissioners seemed to want this event to be funded. Lee Ann Carr stated that during the workshop, the Chamber Review Committee was directed to focus on the number of overnight stays and using that criteria, they could not recommend more than a "2" rating (slightly impacts tourism) for the event as it stands today. Lee Ann Carr states that this was a recommendation by the Chamber Review Committee and the TDC must make its own recommendation. The Chamber Tourism Report was referenced including the emphasis on Heritage and Eco-Tourism.

Cost to attend Agritunity is \$10.00

Items recommended for funding-

- Chamber Review Committee's recommendation of \$5250.00
- Additional TDC Recommendation-Local Chef's Cook-Off- \$3500.00

TDC Total Amount of Recommended Funding: \$8750.00

Robbie Kellum expressed concern about a commitment to fund a Local Chef's Cook-Off without additional details. She noted that there did not appear to be a firm plan in place for this event. Susan Kelly (representing Agritunity) stated that this was a new idea that was being developed in greater detail by a committee.

Challenges related to renting the fairgrounds for the event were discussed. It was noted that Tourist Development funds had been used for many of the renovations. Discussion but no resolution related to this item.

Motion for Funding in the amount of \$8750.00: Jim Veal Second: Warren Maddox

Passed Unanimously- Funds will be taken from the New Event Building Account

Lee Ann Carr cautioned Susan Kelly that the Grant could not be considered as approved until it was ratified by the Sumter County Board of County Commissioners. An impact statement will be required upon completion of the event and prior to receipt of grant funds.

**Meeting Schedule Discussed-** It has been the habit of the Tourist Development Council to meet on a quarterly basis with additional meetings scheduled as needed. Chamber Review Committee recommends that the TDC meet on a monthly basis in order to accomplish some of the items, such as tourism planning, that remain on their agenda. Tourism Planning was discussed at length with a notation that we lost a qualified tourism planner (Bud Nocera) due to the length of time between interview and decision. Statutes mandate quarterly meetings at a minimum but the TDC may meet more frequently. Decision to plan at least one additional meeting with the sole purpose of moving the tourism planning process forward. An additional meeting was planned with the sole purpose of discussing tourism planning on November 17<sup>th</sup>. No other purpose for this meeting. Commissioner Gilpin may have additional ideas as indicated by a previous email

New Economic Development contract was discussed, including the possibilities of tying the planning process into the new Economic Development group. Lee Ann Carr reported that she contacted Mr. Dodge initially to discuss this possibility and that he stated that he was not qualified to create this type of plan. Commissioner Gilpin has indicated by email that Mr. Dodge may have some additional input. General TDC discussion related to tourism planning.

Mr. Hiller was discussed at length and it was noted that the BOCC was unlikely to approve Mr. Hiller. Discussion related to final approval of TDC funds which Chamber Director Lee Ann Carr requested this be tabled until Mr. Gilpin was able to be present.

Quarterly schedule for 2009 discussed-

Grant Review scheduled for the fourth Thursday on a Quarterly basis.

January 21, 2010

April 22, 2010

July 22, 2010

October 28, 2010

**Unfinished Business:**

Guidelines Revision discussed. Chairman Gilpin has requested that the Guidelines be tabled until he can be present. Additions from members were requested, pending this review. It was noted that the Chamber Review Committee had recommended adding information on where to find the statutes related to tourism. Tabled until January meeting.

Chamber Tourism Report Discussed.-Article in Florida Monthly discussed including editorial content and advertisement. Renewed emphasis on Regional Tourism discussed. A commitment has been made to advertise in Recommend Magazine in both the golfing section and the fishing section. This Visit Florida Publication is content-rich and has a one- year shelf life.

The need to create capital projects was discussed. Potential project might include Glades Herp Farm.

Discussion related to TDC responsibility within the statutes including funding recommendations to the BOCC.

The Chamber Review Committee strongly recommends that the TDC develop a tourism plan as soon as possible. Lee Ann Carr states that all surrounding counties have a tourism plan in place

Potential for a full-time tourism employee discussed. It was noted that this was something that might result from a tourism plan.

Submitted by:  
Lee Ann Carr  
Sumter County Chamber of Commerce  
November 3, 2009  
Meeting Adjourned at 5:05 PM  
REVIEWED & APPROVED: \_\_\_\_\_

(Date)